

## **MONTGOMERY COUNTY FRANCHISE RENEWAL RENEWAL NEEDS ASSESSMENT WORKPLAN**

<b><u>TASK</u></b>	<b><u>PERSON(S)</u></b>	<b><u>TIMELINE</u></b>
1. Develop & finalize Needs Assessment Workplan.	Buske Group	December 22
2. Identify community leaders to participate in Franchise Renewal Information Meeting.	County Staff Team PEG Managers	December 28
3. Email letter of invitation to community leaders.	County Staff Team	January 4
4. Identify and/or obtain mailing lists (Email & USPS) to be used to announce focus groups.	County Staff Team PEG Managers	Dec. 13-Jan.30
5. Hold Franchise Renewal Information Meetings	Buske Group County Staff Team	January 17-18
6. Determine dates, constituencies, times, and locations for focus group workshops.	Buske Group County Staff Team	by January 27
7. Prepare focus group workshops invitations and email blast/flyer.	Buske Group County Staff Team	by January 31
8. Print focus group invitations and flyers.	County Staff Team	by February 8
9. Prepare template for press releases on needs assessment process. Distribute press releases to local media.	County Staff Team Buske Group	by February 8
10. Initial consultant visit to all PEG access facilities.	Buske Group	February 15-16
11. Mail invitations and distribute email flyer via email blast and websites, etc.	County Staff Team PEG Managers	Jan 31 – Mar. 24
12. Produce and place announcements about upcoming focus group workshops and on-line survey on websites, PEG channels, and newsletters and local print media.	County Staff Team PEG Managers	Jan 31 – Mar. 24
13. General networking about upcoming focus group workshops and on-line survey.	PEG Managers County Staff Team	Jan 31 – Mar. 24
14. Conduct telephone surveys	Buske Group	Feb.20 – March 30
15. Regularly distribute/review list of persons who RSVP to attend focus group workshops.	Buske Group	Feb. 20- Mar. 24

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16. Make follow-up calls to encourage, remind and persuade people to attend focus group workshops.	PEG Managers County Staff Team	March 1 - 24
17. Arrange for DVD player, video projector and speakers, flip charts and easels, and other meeting logistics (e.g., snacks) at each focus group workshop location. (Separate list of items to be provided by Buske Group.)	County Staff Team	by February 29
18. Undertake PEG facilities/equipment & services review and analysis.	Buske Group	Feb. 15-March 15
19. Prepare public on-line & FiberNet survey questionnaires and seek County approval.	Buske Group County Staff Team	March 1
20. Deadline to RSVP regarding attendance at focus group workshops.	Focus Group Attendees	March 12
21. Distribute/review list of persons who RSVP'd.	Buske Group	March 13
22. Make final round of follow-up calls to encourage, remind, and persuade people to attend focus group workshops.	County Staff Team PEG Managers	March 12-24
23. Conduct/Participate in the Focus Group Workshops.	Buske Group PEG Managers County Staff Team	March 19-24
24. Conduct public & FiberNet on-line surveys.	Buske Group	Mar. 19 - Apr.13
25. Interview current and potential stakeholders.	Buske Group	April 1-30
26. Prepare Needs Assessment Reports.	Buske Group	by June 30
27. Commence negotiations with Comcast.	County Staff Team Best Best & Krieger	July 15, 2012
28. Prepare RFRP if necessary.	Best Best & Krieger County Staff Team	Nov. 1- Dec. 31
29. County & Municipalities adopt new Franchises.	County Council Municipal Councils	By June 30, 2013